

Press Release

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Adverty Tops Competitors as Largest In-Play Ad Network According to Apptopia

Adverty AB (publ), the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, is now the biggest In-Play advertising network in the industry, according to mobile data and analytics firm Apptopia, in terms of ad inventory size and reach.

Recent data from Apptopia, the leader in real-time competitive intelligence powered by machine learning technology, puts Adverty at the top of competition as the industry's largest network of In-Play advertising. In 2022, Adverty revealed tremendous publisher growth by onboarding 156 new mobile games from 23 new games publishers and developers. This positive trend continues in 2023.

According to Apptopia, Adverty is currently reaching over 10 million daily active unique users within gaming, in 100 more games than its closest competitor, within categories such as sports and racing, action & shooters, hypercasual, simulations and social. The Apptopia data is also not including some of the recent additions to Adverty's portfolio of games, such as Turborilla's Mad Skills Motocross 3.

"We are thrilled to be recognized as the largest In-Play ad provider in the industry," says Jonas Söderqvist, CEO of Adverty. "Our teams have worked tirelessly to establish a best-in-class customer satisfaction level amongst the publishers we work with and we have built an effective and truly scalable programmatic advertising platform that offers a seamless and engaging experience for brands, publishers and gamers. This recognition is a testament to the success of our approach."

For further information, please contact:

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About Adverty

Adverty, the leading in-game ad platform, delivers spectacular In-Play™ ads to connect brands and people through its revolutionary and multi-patented technology built for VR/AR and mobile games. The platform offers programmatic video and display ad inventory at scale and allows content creators to monetise the complete experience with unobtrusive, easy-to-integrate, immersive ads.

Founded in 2016, Adverty has offices in Stockholm, London, Istanbul and Lviv and enables new gaming revenue streams for developers and empowers advertisers to reach uniquely engaged audiences. More information at www.adverty.com.

This information is information that Adverty AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-05-04 08:00 CEST.

Image Attachments

[Adverty Apptopia](#)

Attachments

[Adverty Tops Competitors as Largest In-Play Ad Network According to Apptopia](#)